Business Process Outsourcing as a Tool for Economic Empowerment In Northern Nigeria

OUTSOURCE GROUP

Name: Amal Hassan
Born: Kano, Nigeria
Primary Education: Kano, Nigeria
Secondary Education: Kano, Nigeria
University Education: Kano, Nigeria
Married: Kano, Nigeria
Children: 4

BACKGROUND...

We started our journey in 2003, with the establishment of the first organised IT training centre in Kano, Northern Nigeria - Nestrust Institute of IT.

Students were trained from basic computing skills to Professional IT courses ....
IT Professional certifications

Nestrust has trained over 3000 IT professionals. Grew from a 10-seat to a 60-seat training centre

However, despite getting certified they remain unemployed…

THE BIG PICTURE…
Get them Employed. When you get them employed, it affects directly and indirectly all other social parameters, Standard of living, Education, etc.

1

Parkway Projects: leading financial technology and payment services company in Nigeria.

CBN licensed payment services company.

Supports over 3,000 public and private sector organizations across 30 African countries.

Employs 54 people.

2

HealthStation: IT consulting & project management company.

Focused on providing value-added Hospital Management Information & Revenue Assurance Services to public hospitals in Nigeria; 5 large teaching hospitals currently served.

Official Nigerian Medical Association (NMA) telemedicine services partner in Nigeria.

Employs 31 people

3

BlueTag Synergy: indigenous provider of process monitoring & control systems for the Nigerian oil & gas industry.

Exclusive partners to some Nigerian tertiary education institutions for complete education lifecycle management.

Employs : 7

IT-BPO…

& NOW…

The Role and Impact of Business Process Outsourcing: The Indian Exemplar

Profound effects on the Indian Economy

The Information Technology-Business Process Outsourcing (IT-BPO) industry has become one of the most significant growth catalysts for the Indian economy.

In addition to fueling India's economy, this industry is also influencing the lives of people through active direct and indirect contribution to various socio-economic parameters such as employment, standards of living, education and diversity among others.

Growing at an extremely high pace, the industry has demonstrated decades of strong growth – growing 15 times to aggregate revenues of US$69.4 billion.

In addition, as one of the largest employers in the organized private sector, it provides direct livelihood to 2.2 million people. Key industry parameters include:

- Contribution to GDP
- Foreign-exchange earnings
- Generation of employment

Apart from influencing the lives of people directly employed within the industry, the BPO sector impacts the lives of around 8 million indirect employees working in

- Catering
- Transportation
- House-keeping

Many of these indirect employees belong to rural areas/small towns. The wealth earned is supporting households and improving the standard of living in under-developed regions of the nation.

Enriching work environment

The BPO industry offers numerous employee-friendly schemes and plans that enhance the working experience such as

- A satisfying work environment

- Advanced job profile

- Equal opportunity to every employee

Empowering the youth

One of the key changes that the BPO industry has effected in India's social relates to the financial independence of the youth. It employs a younger work force compared to other Indian industry sectors. Key points are :

- 35 percent of employees are between 18 -25
- 41 percent are between 25-30
- One of the higher paying industry
- Direct focus on Skills development
- Increased income within a shorter time frame

Enhancing skill development

The BPO industry continually invests in employee training aiding in the expansion of its talent pool.
- 45 percent of its revenue is spent on training and skill development of new recruits
BPO companies conduct continues training programs in areas such as
- Communications
- Leadership
- Domain expertise
- 87 percent attended training on communication skills, 81 percent attended training to enhance soft skills

<u>Bridging the gender divide</u>

The BPO industry plays a pivotal role in bridging the gender divide in the Indian workforce by ensuring no bias while offering positions to women candidates. With one of the highest gender ratios in the workforce, the industry has witnessed an increase in the number of women professionals over years.

- One-fifth of the female employees in the BPO space are at Managerial level

This is attributed to the gender agnostic requirements of the industry and the flexible work environment provided by BPO companies. Companies have encouraged women participation through various initiatives which take care of of the special needs of female employees. These initiatives include:

- Special pick and drop taxi service
- Formation of anti-sexual harassment committees
- Provisions for maternity leave
- Creation of exclusive web portals for women

The BPO industry has impacted the lives of not only women from educated middle class families in urban areas

But also women from rural and uneducated backgrounds. This can be attributed to the fact that year – over – year growth rate of women opting for engineering increased 125 percent in the areas of :

- System engineering
- Information & communications

Women in rural areas are increasingly enrolling for computer courses initiated by various BPO companies, helping them earn a livelihood by taking jobs as in primary schools and computer training centers.

WHY NOT NIGERIA?

Making Northern Nigeria an Outsourcing Destination

A new script for the African BPO industry

- Nigeria shares the same time line as UK and 5 hours time lapse from the central Americas - (in a better position than India on the globe).

- Cheaper labor (compared to rising wages in India), hence lower selling price of services.

- Bringing in world-class expertise that will minimize the challenge of delivering to the global competitive market.

- Literacy rate is 61%.

- Fluent French, English and Arabic speaking talent available.

- Allows us to be the pioneers in Nigeria, hence low competition.

- Attrition rate will be significantly less compared to India's massive rate in the BPO sector, hence saves costs over recruitment and training

- Booming domestic market : Government Agencies, Banks, Telecom and Airline sectors could be offered Outsourcing services.

THE FIRST INTERNATIONAL CALL CENTRE IN NIGERIA

Establishing Excellence

OUTS URCE
THE OUTSOURCE COMPANY

- Centre has capacity for 350 Seats.
- Presently have 170 Active Seats.
- Have Trained Over 350 Call Agents
- Our Agents speak English Language fluently, in addition to the 3 major Nigerian languages (Hausa, Yoruba and Ibo).

Our Agents

Safety & Security
- **Physical & Logical Security.**
- **Fire Alarm & Fighting system.**
- **CCTV security surveillance.**
- **Access control doors.**
- **6 security guards 24/7.**

OUTSOURCE CONTACT CENTRE, Abuja

Nimc National Identity Management Commission
...providing assured identity

NCC
NIGERIAN COMMUNICATIONS COMMISSION

Our Clients
NIMC: National Identity Management Commission
NCC: Nigerian Communications Commission

AVASANT

IA P
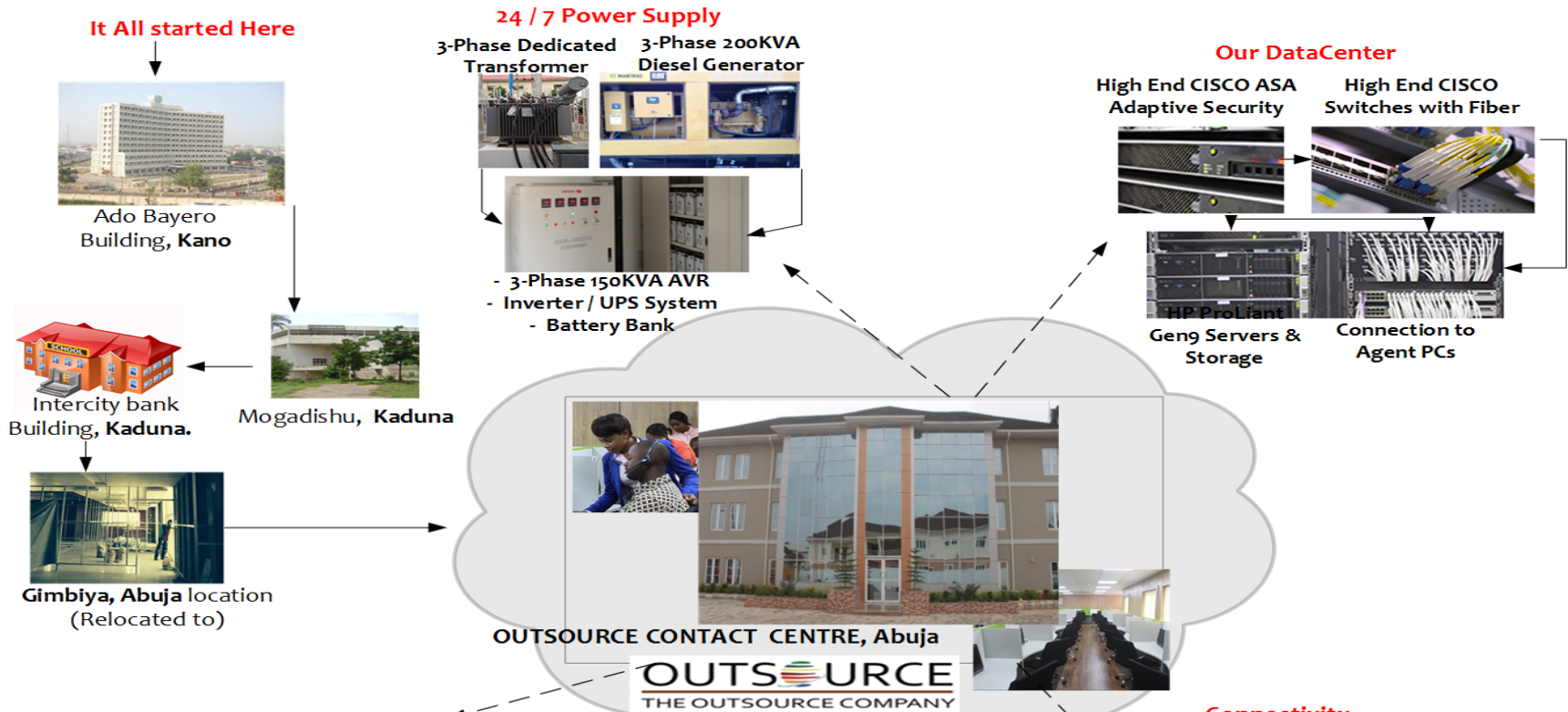INTERNATIONAL ASSOCIATION OF OUTSOURCING PROFESSIONALS

Our Partners
AVASANT: is Our Advisory Partner

IAOP: Corporate member International Association Of Outsourcing Professionals

15

Establishing Excellence

It All started Here

Ado Bayero Building, **Kano**

Intercity bank Building, **Kaduna.**

Mogadishu, **Kaduna**

Gimbiya, Abuja location (Relocated to)

24 / 7 Power Supply

3-Phase Dedicated Transformer   **3-Phase 200KVA Diesel Generator**

- **3-Phase 150KVA AVR**
- **Inverter / UPS System**
  - **Battery Bank**

Our DataCenter

High End CISCO ASA Adaptive Security   **High End CISCO Switches with Fiber**

HP ProLiant Gen9 Servers & Storage   **Connection to Agent PCs**

OUTSOURCE CONTACT CENTRE, Abuja

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**Our Technology**

Caller   IVRs   ACD   Agent

Our Dialer application Call Engine is a rock solid, on-premise solution used by call centers around the world to: -Make calls. -Answer calls. -Record calls. -Transfer calls. -Monitor calls. -Collect data.
- Application Runs on Microsoft Windows 7 / 8 / winServer2008 / winServer2012 operating system platform.
- Supports Microsoft SQL Server 2008 / 2012 databases. Also, supports SQL Server Express.
- Connects to VoIP phone service (SIP trunks)
- Optional connectivity to traditional ISDN-PRI / T-1 / E-1 /
- Uses codecs G.711 or G.729 (optional)

Connectivity 99.9% uptime and stability

Optimux-108L 4 E1 Fiber Optic Multiplexer

Microwave Tower   **Microwave Dish**
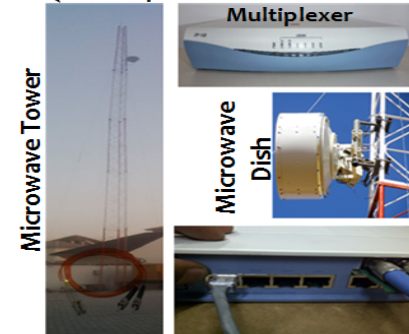
VPN Connectivity via Fiber as Primary link
VPN Connectivity via Microwave as backup link

Our Affiliate
International Association Of Outsourcing Professionals

IAOP is a global community of more than 120,000 members and affiliates worldwide, IAOP® is the association for improving outsourcing outcomes by bringing together customers, providers, and advisors in a collaborative, knowledge-based environment that promotes professional and organizational development, recognition, certification and Outsourcing excellence at an International Level.

Our SOFTWARE SOLUTIONS Partner SunDial

Our Blended Dialer Technologies partner SunDial sprang to life in Fort Lauderdale Florida in 1990. It was founded to merge the best in Dialogic computer telephony integration, Internet, and Windows and SQL Server technologies.

It was also the first ever Windows-Dialogic based blended predictive dialer to hit American and worlds call center market. It all started with the slogan, Since that point it's helped thousands of call centers focus more on communicating and selling, and less on dialing.

It's success over the last 25 years has been based on its passion to deliver best of breed products that utilize the latest technological developments. This ensures customers the most productive and cost effective solutions.
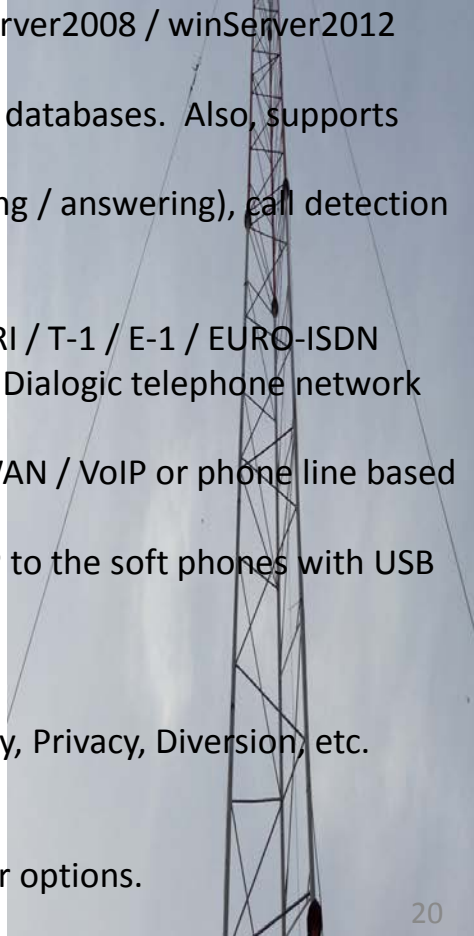
Our State Of The Art Technology & Infrastructure

Our state of the art technology allows you to receive thousands of calls within a 24 hour period. Our automated power systems with a dedicated transformer providing adequate power and infrastructure when handling the calls in accordance with International standards.

Our Technology is powered by 6mbps fibre optics and 180 expandable EPRI channel lines backed with 4 mbps microwave transmission allowing a seamless phone & network connection is what makes this all possible including our SQL data management servers with the capacity of storing all the data gathered in a call including call recordings. Our call application is an On-premise system, it runs safely, securely from the call center.

- It Runs on Microsoft Windows 7 / 8 / winServer2008 / winServer2012 operating system platform
- Supports Microsoft SQL Server 2008 / 2012 databases. Also, supports SQL Server Express.
- Uses Dialogic HMP 3.0 for call control (dialing / answering), call detection and conferencing.
- Connects to VoIP phone service (SIP trunks)
- Optional connectivity to traditional ISDN-PRI / T-1 / E-1 / EURO-ISDN phone lines via half-length, full-height ePCI Dialogic telephone network interface boards.
- Supports onsite or remote agents - LAN / WAN / VoIP or phone line based audio.
- Agent audio is routed over the LAN via VoIP to the soft phones with USB headsets or IP phones.
- Flexible SIP trunk setup.
- Uses codecs g.711 or g.729 (optional)
- Custom SIP dial headers: P-Asserted-Identity, Privacy, Diversion, etc.
- Supports SIP re-invite.
- Alternate SIP proxy for agent or verifiers.
- Echo cancellation, volume control and other options.
- 99.9% uptime and stability

24/7

All backed by our dedicated electrical transformer, 250 kilowatt generator, and 150 KVAUSB inverter.

Amal, is a visionary entrepreneur with a passion to contribute positively to the IT industry of Nigeria. This led her to setup the first organized IT training institution in Kano, Northern Nigeria in 2003. She then went on to run the state-of-the-art training institute, an NIIT franchisee in Kano. Under her leadership, NIIT Kano grew into a reference institution for qualitative IT skills acquisition, training and systems analysis throughout northern Nigeria.

Our CEO

Milestones:

- 13 Years experience; Established NIIT Kano 2003
- Director in Parkway Projects ltd (**www.Parkwayprojects.com**) 2004
- Established CapeSource Technologies ltd 2009
- Recapitalized Capesource and Established The Outsource Company 2013
- A Director in HealthStation Ltd (**www.healthstationng.com**) 2013
- A Director in Bluetag IT (**www.bluetag-it.com) 2014**
- A Director In Bluetag Synergy (**www.bluetagsynergy.com)** 2015
- Currently the CEO of The Outsource Company Ltd.

Mike, bringing an impressive level of expertise and knowledge, serving new and emerging market expansion in BPO solutions offering space, GEARED to the Banking, Insurance, Government, and Telecommunication verticals . His international experience in BPO, KPO Sales, Sales Management, and Business Development covering Central and Eastern Europe.

Prior to Mike's career move to Nigeria, he spent 15 years working for a number of Global Outsourcing Fortune 100 companies based out of Vienna, Austria from 2006 to 2014.

In 2011 Mike founded Condico, a BPO consulting company geared to the Banking and Insurance sector based out of Isola, Slovenia. Prior to moving to Vienna in 2005, Mike spent 21 years working within the Automotive industry, 13 of which were with General Motors & Ford Dealer Franchise Network in Toronto, Canada.

Milestones:
- 15 years offering BPO solutions at an international level
- Extensive New and Emerging market expansion experience
- Sales and Sales Management experiences
- Extensive Business development experience as a Director
- BPO solutions consulting
- Broad knowledge within a number of Industry Verticals

Our COO

Peter, is an IT / Project professional with extensive experience in Managing/Integrating Telecoms, IT and Enterprise Projects; with strong understanding of I.T Convergence, Cloud-Computing, Virtualization (ESXi and Hyper-V) and Storage (SAN & NAS).

He holds a BSc degree in Mathematics & Computer from the Ambrose Alli University and an MBA from the University of Calabar, specializing in International Finance. Peter Pioneered the Team of Huawei Technologies to implement the Nigeria ECC (Emergency Call Centre 112) Riding on the IPCC (Internet Protocol Call Centre) Platform.

Milestones:

- 14 year's extensive experience in Managing/Integrating Telecomms, IT and Enterprise Projects.
- Pioneering Team of Huawei Technologies to implement the Nigeria ECC (Emergency Call Centre 112)
- Co-team with the Technical Architect to produce a technical specification for NCC development and systems integration requirements.
- Implement strategic plan to prevent, eliminate and mitigate operational risks of the Entire ECC (Emergency Call Centers).
- Interfacing with BPO (Business process outsourcing) partners of all ECCs.
- Participate in process flow analysis and process redesign of the NCC/ECI Project.
- Develop operational risk policies and standards for risk management of the running of Entire ECC
- Perform operational risk identification and assessment of the Entire ECC
- Team lead of the Pioneering Team of Huawei Technologies implementing the Digital library.
- Develop a blueprint for the deployment of an e-payment platform for CYBERWAY NIG. LTD

Our Head of I.T

Shrinivas, is a highly skilled Consulting professional within the outsourcing field of, BPO, ITES, KPO, BFSI infrastructure & site implementations on a global scale. Enabling organizations to grow organically and inorganically on a Global scale. Over his extensive career, he has been involved in Building Infrastructure for BPO/ITES/KPO, BFSI facilities, having successfully completed large projects worth 200 million USD for major Global Outsourcing MNC's

Milestones:

- 20 years in Call Center BPO/ITES, IT Infrastructure Services

- Teletech (Teleserve) Saudi Arabia 200 seat BPO/call center Infrastructure & Operations facility worth 20 million USD
- Prudential Captive BPO/ITES facility with 800 seat capacity in Mumbai. Build the entire infrastructure & carried out operation on BOT basis. The contract value was 30 million.
- ICICIOnesource Limited Third party BPO/ITES facilities in India and abroad. Build the complete Information Technology Infrastructure for the company, in India, USA, UK & Philippines. The project value 80 million USD.
- Capesource Solutions Nigeria – 1000 seat BPO/ITES BOT project, worth 10 million USD. Acting Executive President Responsible to build, operate & transfer.

Consultant

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Gallery

Creating Employment

Levels	Number of staffs	Comments
Management Team	5	
Administrative & Human resource	15	
Agents	1,050	350 seats multiply by 3 shift
I.T & Engineers	5	
Accounts & Finance	5	
Security & Cleaners	20	12 Security (6 per shift * 2 shift) and 8 cleaners
Total Direct income Earners:	**1,100**	

Direct income Earners (Transportation)

OUTSOURCE
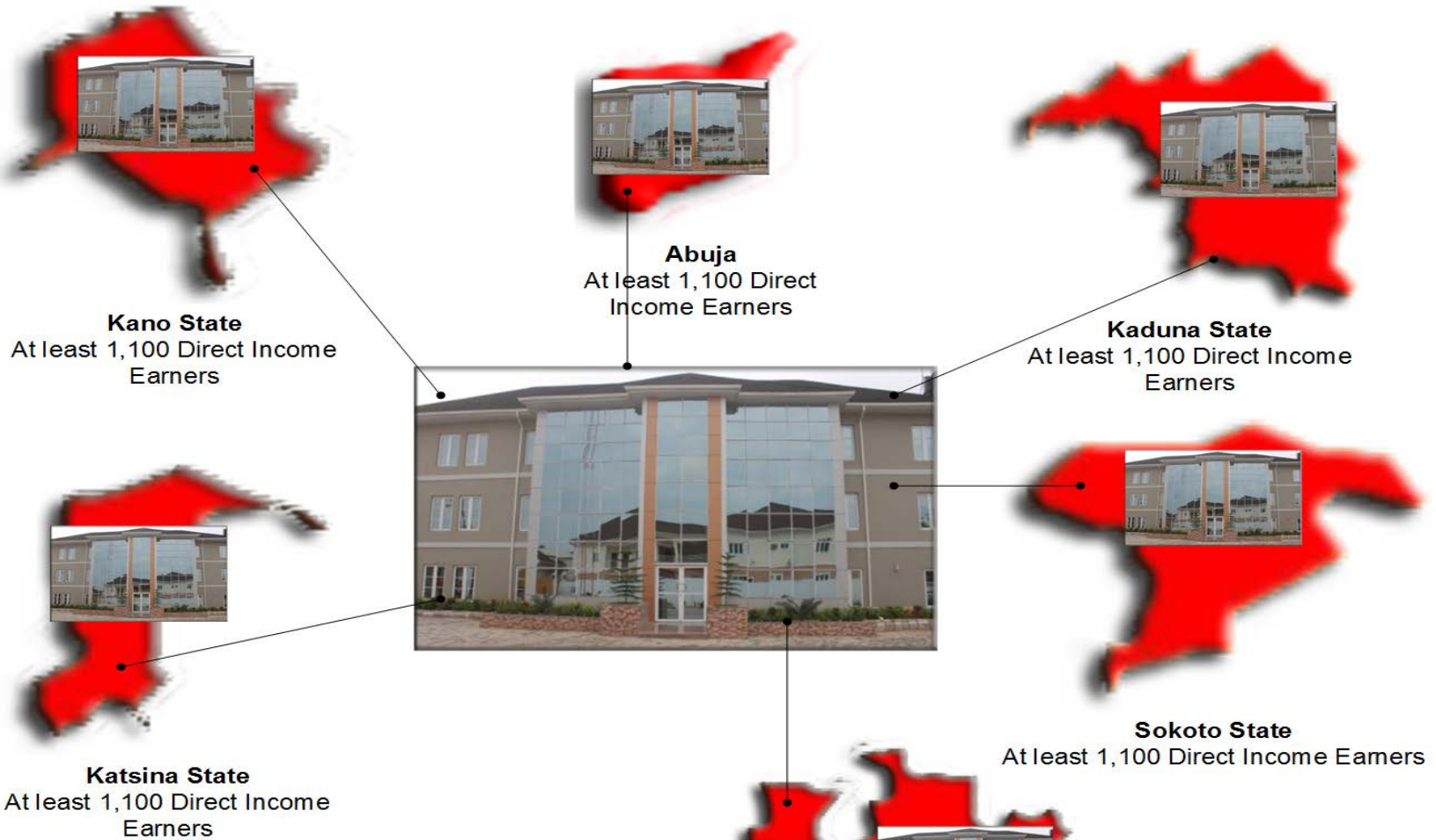THE OUTSOURCE COMPANY

Direct income earners. (Staff)

Note: With this Centre running, we have been able to create over 1,100 Direct Jobs in the community.

Direct Income Earners (Food Vendor)

Direct Income Earners (Security & Cleaners)

Kano State
At least 1,100 Direct Income Earners

Abuja
At least 1,100 Direct Income Earners

Kaduna State
At least 1,100 Direct Income Earners

Katsina State
At least 1,100 Direct Income Earners

Sokoto State
At least 1,100 Direct Income Earners

Niger State
At least 1,100 Direct Income Earners

States	Least Number of Direct Employment
Abuja	1,100
Kano	1,100
Kaduna	1,100
Sokoto	1,100
Katsina	1,100
Niger	1,100
TOTAL :	6,600

One call centre one changed community

It doesn't stop here...

1 Employee = Happy Family of 4

Happy Families = Thriving businesses

1 Call Centre => Multiplier Effect => Happy Community

Let's join hands to realize the dream…

T H A N K   Y O U

OUTS**O**URCE
THE OUTSOURCE COMPANY

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